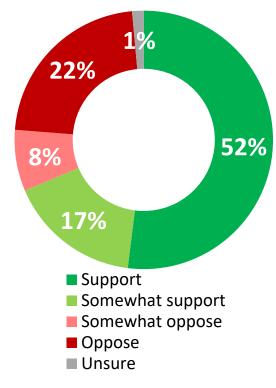
Majority of Canadians support or somewhat support a return to mandatory wearing of face masks in indoor public places this fall if deemed necessary by authorities.





Support for return of mandatory face masks

Q – Would you support, somewhat support, somewhat oppose or oppose a return to mandatory wearing of face masks in indoor public places this fall if authorities deem it necessary due to rising COVID case numbers?



7 in 10 Canadians

Support or somewhat support a return to mandatory wearing of face masks in indoor public places this fall if authorities deem it necessary due to rising COVID case numbers, while three in ten are opposed or somewhat opposed.



^{*}Weighted to the true population proportion.

^{*}Charts may not add up to 100 due to rounding.

Support for return of mandatory face masks by demographics

Q – Would you support, somewhat support, somewhat oppose or oppose a return to mandatory wearing of face masks in indoor public places this fall if authorities deem it necessary due to rising COVID case numbers?

Support/ Somewhat support									
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)					
71.3%	65.3%	71.4%	62.9%	72.0%					
Men (n=568)	Women (n=516)	18 to 34 (n=184)	35 to 54 (n=409)	55 plus (n=491)					
64.4%	72.6%	53.2%	63.1%	82.8%					
	Oppose/ Somewhat oppose								
Atlantic (n=100)	Quebec (n=233)	Ontario (n=372)	Prairies (n=233)	BC (n=146)					
(n=100)	(n=233)	(n=372)	(n=233)	(n=146)					







Nanos conducted an RDD dual frame (land- and celllines) hybrid telephone and online random survey of 1,084 Canadians, 18 years of age or older, between October 30th and November 4th, 2022 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is ± 3.0 percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description					
Research sponsor	CTV News	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically					
Population and Final Sample Size	1,084 Randomly selected individuals.		stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure					
Source of Sample	Nanos Probability Panel	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the					
Type of Sample	Probability	33.33g	media or a political party prior to administering the survey to ensure the integrity of the data.					
Margin of Error	±3.0 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not					
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online	Exciduca Demographics	participate.					
Sampling Method Base	omnibus survey The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.					
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Estimated Response Rate	14 percent, consistent with industry norms.					
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.					
Number of Calls	Maximum of five call backs to those recruited.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on charitable donations and financial support to Ukraine.					
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.		The questions in the preceding report are written exactly as they were asked to individuals.					
Field Dates	October 30 th to November 4 th , 2022.	Question Wording						
Language of Survey	The survey was conducted in both English and French.	Research/Data Collection Supplier	Nanos Research					
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. https://canadianresearchinsightscouncil.ca/standards/	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.					



As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. www.nanos.co

nanos dimap analytika

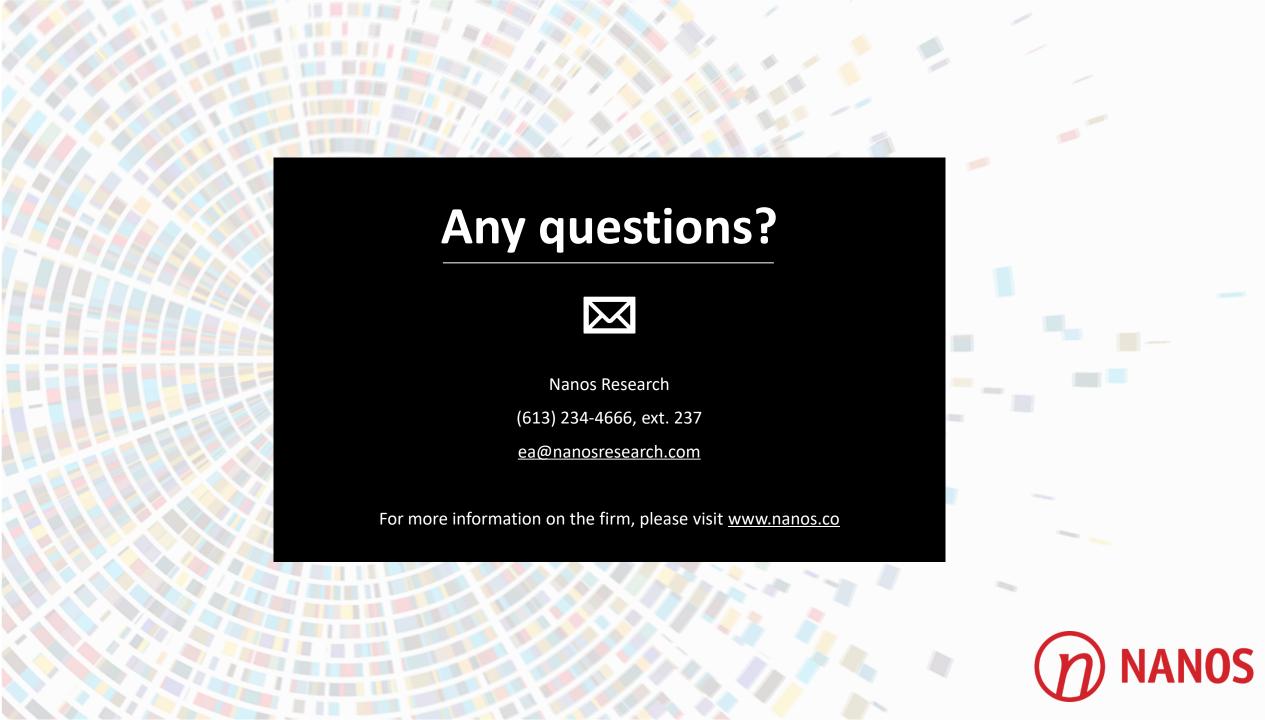


dimap

This international joint venture between <u>dimap</u> and <u>Nanos</u> brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

NANOS RUTHERFORD McKAY & Co.

NRM is an affiliate of Nanos Research and Rutherford McKay Associates. Our service offerings are based on decades of professional experience and extensive research and include public acceptance and engagement, communications audits, and narrative development. www.nrmpublicaffairs.com



Nanos services

- ✓ As premier market and public opinion research firms, we conduct research around the world for a variety of clients.
- ✓ Nanos offers a full suite of services ranging from bespoke research engagements to strategic assessments and mission planning. Our firm applies the latest machine learning algorithms to deliver exceptionally rigorous and insightful intelligence to clients.
- ✓ At Nanos, we believe that small steps can lead to large insights. We'll sit down with you to learn about your challenges and work on them together.
- ✓ For more information about how we can help, please visit us at: www.nanos.co

Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to exceed the highest standards.

Since 1987

top executives have turned to Nanos for world-class data and strategic insight.









2022-2247 - CTV/Nanos Survey - October Omni - Masks - STAT SHEET

			Region						Ge	nder	Age		
			Canada 2022-11	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you support, somewhat support, somewhat oppose or oppose a return to mandatory wearing of face masks in indoor public places this fall if authorities deem it necessary due to rising COVID case numbers?	Total	Unwgt N	1084	100	233	372	233	146	568	516	184	409	491
		Wgt N	1000	67	231	388	175	139	490	510	267	322	411
	Support	%	52.0	62.9	39.0	57.0	47.3	60.2	48.3	55.5	37.3	46.9	65.4
	Somewhat support	%	16.6	8.4	26.3	14.4	15.5	11.8	16.0	17.1	15.8	16.2	17.4
	Somewhat oppose	%	7.7	6.5	10.9	5.7	9.1	6.7	9.1	6.3	8.1	11.1	4.7
	Oppose	%	22.3	22.2	21.4	21.2	27.3	20.7	24.9	19.8	36.2	23.9	12.0
	Unsure	%	1.5	0.0	2.5	1.7	0.7	0.6	1.6	1.3	2.5	1.9	0.4